

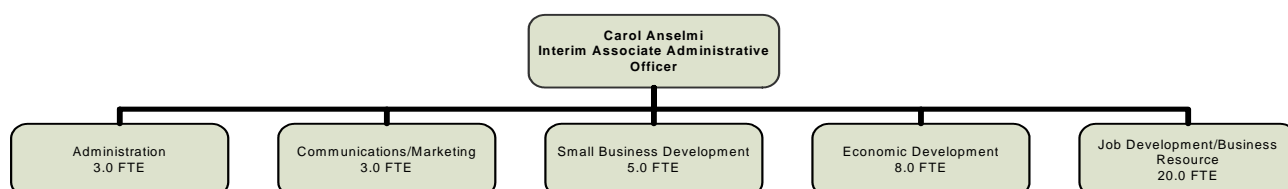
ECONOMIC DEVELOPMENT

Carol A. Anselmi

I. MISSION STATEMENT

The mission of the Economic Development Agency is to maximize the standards of living of the County's residents, provide economic opportunities to the County's businesses, foster a competitive environment and position the County as a highly competitive region for business opportunities.

II. ORGANIZATIONAL CHART



III. DESCRIPTION OF MAJOR SERVICES

The Economic Development Agency (EDA) was formed as a result of the May 3, 2005 (Item #90) Board action approving the County organizational restructuring. One of the goals of the reorganization was to strengthen the County's overall economic development efforts by consolidating various economic development and business promotional functions into a new group of three departments, along with the creation of an Economic Development Function that reports directly to the County Administrative Officer. The Economic Development Agency was created by moving the Community Development and Housing Department (formerly the Department of Economic and Community Development), the Redevelopment Agency, and the Workforce Development Department (formerly Jobs and Employment Services Department) from the Economic Development/Public Services Group to the Economic Development Agency, and creating an Economic Development Function within the newly created Agency. In addition, the Economic Promotion and the Small Business Development programs were transferred to the Economic Development Function.

The Economic Development Agency was created to successfully implement the recommendations and strategies contained in Dr. John Husing's report for improving the County's current economic development efforts, and to intelligently plan for the explosive growth and development the County now faces. The report, which had been requested by the Board to help develop a countywide economic development strategy to serve as a basic framework for policy decision-making, was received by the Board on April 12, 2005 (Item #50).

The Economic Development Agency's major goals are to develop and implement a countywide economic development strategy that will maximize the standards of living of the County's residents, provide economic opportunities to the County's businesses, foster a competitive environment and position the County as a highly competitive region for business opportunities.

The new Economic Development Agency focuses on demand-driven programs in economic development including business attraction, retention and expansion, marketing, job development and city-county collaboration. Using the countywide economic development strategy developed by Dr. Husing the Economic Development Agency provides or is developing the following services and/or programs:

Business Specialists (Job Development/Business Resources) Unit

- Job Identification (generate job orders from employers), which remains one of the primary functions of Job Developers
- Training Identification (for employers including OJT and customized training), which remains one of the primary functions of Job Developers.
- Economic Intelligence (conduit for information between business & industry and the County)



- Red Teams (retention efforts for at-risk businesses)
- Ombudsmen (assist businesses in accessing County, City and other agency services)
- Business Sector Advisors (educate and assist business groups in formation and operation and provide conduit between businesses, agencies and educators)
- Zone Conveners (develop and maintain relationships between economic development professionals in each zone to coordinate efforts)

Economic Development Specialists Unit

- Business Resource Centers (coordinate and direct business services at the Centers)
- High Technology and Growth Industry Development (provide linkages for businesses with public agencies, educational institutions and organizations serving this sector)
- Liaison Services (permitting and land use issues, building & safety issues, redevelopment, departmental assistance including Environmental Health, Solid Waste, Public Works and Real Estate Services)
- International Trade
- Alliance for Education (economic development support for regional task forces)
- Attraction & Site Selection (lead generation, follow-up and project assistance)
- City-County Relations/Collaborations
- Business Services and Demographics
- Regional Cooperation (participation in regional associations active in economic development efforts)
- Transient Occupancy Tax Administration
- Aqua Mansa Enterprise Zone Administration
- Business Retention and Red Team Efforts (coordinate efforts of agencies/entities to retain existing businesses)
- Travel and Tourism

Office of Small Business Development (procurement assistance/loan packaging) & Loan Programs

- Loan Programs and Assistance (SBA, Microloan and BusEx)
- Procurement Assistance (business assistance for County and other public agency procurement opportunities)

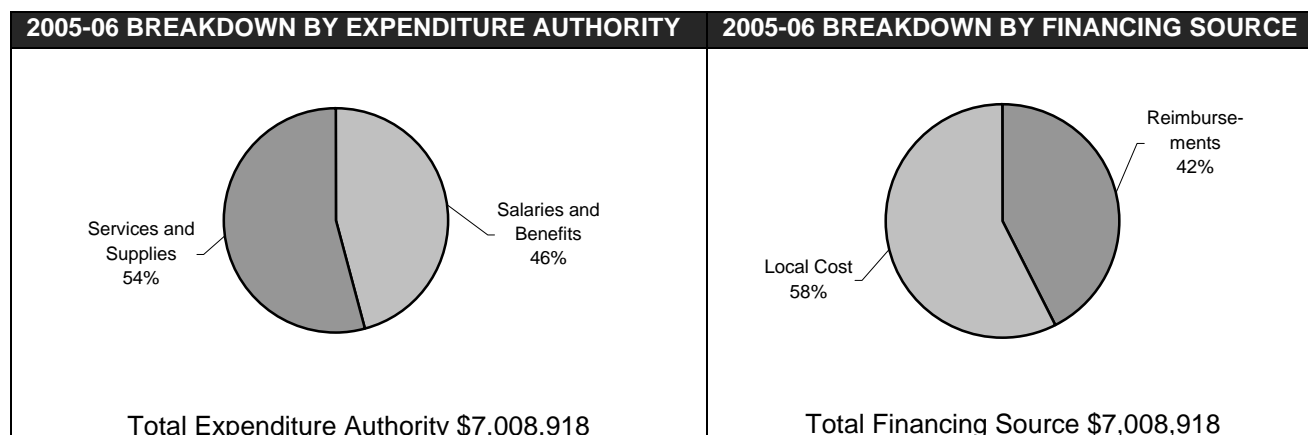
Communications/Marketing Unit

- Marketing and Advertising (promote the County's business, economic development, workforce development and redevelopment programs and services)
- Business Attraction Marketing, Organization Participation and Memberships (IEEP, Chambers and other business & professional organizations)
- Public Relations (develop awareness of County outside of area, develop awareness of County Economic Development Agency programs within County and maintain relationships with media including producing press releases)
- Grant Writing (coordinate the efforts of the Agency's departments in preparing grant applications)
- Tradeshow Coordination (CORENET, NAIOP, Local Tradeshows and others as identified)

One-time Projects

- Tradeshow Booth/Display (Communications/Marketing Unit)
- Website Development (Communications/Marketing Unit)
- Customer Service and Project Tracking Software (Economic Development Specialists Unit)
- Business Resource Center for East Valley (Job Development/Business Resource Unit)
- Tenant Improvements for Office Space (Economic Development Agency Administration)
- Computer and Communication Equipment (Economic Development Agency Administration)
- Consultants to Complete Studies and Develop Programs (Economic Development Agency Administration)
- Business Attraction and Marketing Strategic Plan Development (Communications/Marketing Unit & Economic Development Agency Administration)

IV. 2005-06 BUDGET



V. GOALS & 2006-07 OBJECTIVES AT CURRENT FUNDING LEVELS

| GOALS | 2006-07 OBJECTIVES |
|---|---|
| 1. Retain businesses currently located in the county. | <p>A. Coordinate and market County services for businesses. This will include the design, implementation, and marketing of a user-friendly website for use by businesses seeking information about the County's services. There will also be the development of an East Valley Business Resource Center with a Resource Library to compliment the High Desert & West End Centers.</p> <p>B. Provide financial & procurement assistance to micro-enterprise and small businesses.</p> <p>C. Identify employment needs of businesses and recruit for those positions</p> <p>D. Provide liaison services to businesses with other County Departments and Agencies.</p> |
| 2. Attract new business and investment in the county. | <p>A. Raise awareness of the competitiveness of San Bernardino County to increase inquires and generate leads by businesses. This will be done through the design, implementation, and marketing of a user-friendly website for use by businesses seeking information about the County's competitive advantages.</p> <p>B. Participate in three major tradeshows to generate leads and interest in the County. At the NAIOP, CoreNet, and ICSC tradeshows the agency will establish sponsorships and will design and develop a display booth.</p> <p>C. Network the County with necessary trade organizations and develop contacts with international trade experts in Asia and Mexico.</p> |



VI. PERFORMANCE MEASURES AT CURRENT FUNDING LEVELS

| OBJT. | MEASUREMENT | 2006-07 (Projected) |
|-------|--|--------------------------|
| 1A. | Respond to business requests for assistance within 24 hours | 100% |
| 1B. | Streamline and shorten cycles for financial technical assistance and procurement assistance reducing time for final approval. | 50% Reduction |
| 1C. | Develop relationships and networks with businesses to identify their hiring needs and work with WDD and TAD to place their clients into those positions within 30 days of posting the job order. | For 50% of Job Orders |
| 1D. | Respond to business requests for assistance within 24 hours. | 100% |
| 2A. | Inquiries by business about locating in the county. | 50% Increase |
| 2C. | Exports from county-based businesses and foreign investment in the County. | 50% Increase |

If there are questions about this business plan, please contact Christopher J. Jicha, Administrative Analyst III, at (909) 386-3084.

